FILE

# fashion calendar

JUNE 13,

# 1966

RUTH FINLEY, PUBLISHER

TR 9-2343 / ISSUED WEEKLY / 26th YEAR

8 EAST 77th STREET / NEW YORK, N. Y. 10021

**JANUARY**

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**FEBRUARY**

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**NOVEMBER**

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**DECEMBER**

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# FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will, therefore, yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
|---|---|---|---|
| | **WEEK ENDING FRIDAY, JUNE 10, 1966** | | |
| Thursday June 9 8:30 A.M. Breakfast | PREVIEW: FALL-WINTER COLLECTION | MITSUKO MOROOKA OF TOKYO | HOTEL PLAZA WHITE & GOLD SUITE |
| | Preview of Fall-Winter couture fashions by Mme. Mitsuko Morooka of Tokyo. By invitation. Thereafter in private suite, daily by appointment. Publicity: Kay Wilson, 405 E. 54th St., PL. 5-6742 | | |
| June 9 | FREDRICA FURS--BUYERS' SHOWING AT 10:30 A.M. (Preview, June 7) | | |
| Thursday June 9 11:30 A.M. | PREVIEW OF FALL EVENING GOWNS | GREGORY CICOLA (307 WEST 38TH ST.) | HOTEL PLAZA SAVOY ROOM |
| | Gregory Cicola will present his Fall collection of evening fashions. By reservation. Thereafter continuous at showroom. Contact: BR. 9-3074. | | |
| Thursday June 9 12:30 P.M. Luncheon | PREVIEW: JOHN WEITZ FOUNDATION FASHIONS | PERMA-LIFT (200 MADISON AVENUE) | HOTEL PLAZA MAYFLOWER SUITE |
| | Introduction of "Constant Contour," designed by John Weitz, who will be present to meet the press. By invitation. Publicity: Adele Greene at Ruder & Finn, 130 East 59th St., PL. 9-1800. | | |
| Thursday June 9 2:30 P.M. | SHOWINGS: FALL COLLECTION | TRIGERE | 550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR |
| | Also June 14, 15, 16 at 2:30; and June 22 at 10:30 A.M. By reservation. Contact: Joan O'Connor, LO. 3-1600. | | |
| Thursday June 9 2:30 P.M. | FALL-INTO-HOLIDAY SPORTSWEAR FASHIONS | MAJESTIC SPECIALTIES | 1410 BROADWAY SHOWROOM - 16TH FLOOR |
| | Preview of Fall-into-Holiday coordinated separates, designed by Jeanne Essig. For press and buyers, by invitation. Continuous thereafter. Publicity: Ruth Shaw, LO. 4-3113. | | |
| Thursday June 9 5:15 P.M. | PREVIEW: FALL KNITTED FASHIONS | WOOLKNIT ASSOCIATES, INC. AMERICAN WOOL COUNCIL | HOTEL PIERRE BALLROOM |
| | "Woolknit-Sphere"--Twenty-second annual fashion show at 6:30 P.M., followed by Woolknit Design Awards. By invitation. Knitters and designers admitted to banquet at 7:30, after show. Publicity: Kairalla Associates, 501 Madison Ave., MU. 8-1171. | | |
| Thursday June 9 6:00 P.M. Cocktails-Dinner | ANNUAL FASHION SHOW AND DINNER | WOMEN'S FASHION FABRICS ASSOCIATION | 500 CLUB 500 SEVENTH AVENUE |
| | Complete Fall fashion forecast of styles from Butterick, McCall's, Simplicity, and Vogue Patterns. Dinner--7:00 P.M. Show--8:30 P.M. Dinner: $12.50. Contact: Sandy Geist, LO. 4-1300. | | |
| Thursday June 9 | SHOWINGS OF FALL COLLECTION | GUY D | 530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR |
| | Continuous showings in new showroom of Guy D's Fall collection, designed by Leo Narducci. Contact: 594-2550. | | |

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| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
|---|---|---|---|
| Friday June 10 9:30 A.M. | PRESS PREVIEW: FALL-WINTER FUR COLLECTIONS | CHRISTIAN DIOR FURS; LAURENCE H. KAYE | 345 SEVENTH AVENUE SHOWROOM - 21ST FLOOR |
| | Fur collections by Christian Dior Furs of Paris, and Laurence H. Kaye. By invitation. Contact: Rose Ciacci, OX. 5-8340. | | |

WEEK BEGINNING MONDAY, JUNE 13, 1966

| | | | |
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| Monday June 13 11:30 A.M. | PRESS SHOWING OF FALL COLLECTION | SUZY PERETTE | 498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR |
| | Designed by Victor Costa. By invitation. Publ.: Eleanor Lambert, MU.8-2130. | | |
| Monday June 13 4:00 P.M. Cocktails | PREVIEW OF FALL FASHIONS | STAVROPOULOS (16 WEST 57TH STREET) | HOTEL REGENCY PARK AVE.& 51ST STREET |
| | Preview of George Stavropoulos' Fall collection. By invitation. Publicity: Eleanor Lambert, MU. 8-2130. | | |
| Monday June 13 4:00 P.M.- 7:00 P.M. Cocktails | PRESS PREVIEW AND JEWELRY EXHIBITION | GREAT DESIGNS AWARDS COMMITTEE | GALLERY OF MODERN ART 2 COLUMBUS CIRCLE |
| | First showing of Award Winners in "Great Designs in Jewelry" Awards Competition, sponsored by D. Swarovski & Co. Press: 4:00-5:00. Jewelers and retailers: 5:00-7:00. By reservation only. Contact: W.J. Spencer Co., Inc., MU. 3-6372. | | |
| Monday June 13 4:30 P.M.- 6:30 P.M. Cocktails | PREVIEW: FASHIONS IN PERSIAN LAMB | PERSIAN LAMB INSTITUTE | STATLER-HILTON HOTEL TERRACE ROOM |
| | "Persian Market Party"--first annual industry-wide collection of apparel in Persian Lamb, featuring new color range by leading designers. By invitation. Publicity: Eloise Walton at Pennoyer Assoc., MU. 2-6939. | | |
| June 13 | DEERING MILLIKEN SHOW AT 5:00 P.M. AT WALDORF-ASTORIA | | |
| Monday June 13- June 17 | BACK-TO-SCHOOL NOTION WEEK | NATIONAL NOTION ASSOCIATION | SHERATON-ATLANTIC HOTEL 39TH ST.& 6TH AVENUE |
| | Also Fall home promotions. Publicity: Ann Karas, PE. 6-8820. | | |
| Tuesday June 14 12:00 Noon | SHOWING OF FALL COLLECTION | NANTUCKET NATURALS | 530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR |
| | Fall collection of freshly-themed clothes in high-spirit and contemporary fabrics. By reservation. Contact: Anne Lawrence, WI. 7-1061. | | |
| Tuesday June 14 4:00 P.M. Champagne | PREVIEW: FALL-WINTER FUR COLLECTION | RITTER BROTHERS | 224 WEST 30TH STREET SHOWROOM - 14TH FLOOR |
| | By invitation. Thereafter at 10:30 and 2:30, by appointment. Contact: BR. 9-8144. Publicity: Eleanor Lambert, MU. 8-2130. | | |
| Tuesday June 14 4:00 P.M. Cocktails | PREVIEW: NEW "YOUTHQUAKE" COLLECTION | PURITAN FASHIONS CORP. | 45 WEST 36TH ST.-5 FL. PARAPHERNALIA SHOWROOM |
| | New "Youthquake" collection, featuring exclusive designs by Mary Quant, Tuffin & Foale, Deanna Littell, Betty Johnson; and introducing special guest of honor, Emmanuele Khahn. Also showing of advance Fall fashions from Paraphernalia. By invitation. Publicity: Dolly Martin at Robert S. Taplinger, PL. 2-7722. | | |
| Tuesday June 14 5:00 P.M. Cocktails | FALL LINGERIE AND LOUNGEWEAR | KAYSER-ROTH LINGERIE (425 FIFTH AVENUE) | ST. REGIS HOTEL ROOF |
| | Formal showing for buyers at 5:45, by invitation. Informal showings at showings at showroom through June 18. Contact: Maxine Marlowe, MU.3-7020. | | |

## READY-TO-WEAR TIME TABLE, WEEK OF JUNE 13

| | MONDAY, JUNE 13 | TUESDAY, JUNE 14 | WEDNESDAY, JUNE 15 | THURSDAY, JUNE 16 |
|---|---|---|---|---|
| 9:00 | Brittany-<br>Henry Friedricks | Brittany-<br>Henry Friedricks | Brittany-<br>Henry Friedricks | Brittany-<br>Henry Friedricks |
| 9:30 | Style Trends | Style Trends | Style Trends<br>Tiffeau & Busch | Style Trends |
| 10:00 | | Frank Gallant<br>Jack Sarnoff | | Frank Gallant |
| 10:30 | Leonard Arkin | Handmacher-Vogel<br>Monte-Sano & Pruzan | Marquise | |
| 11:00 | Andrew Arkin | Joan Arkin | | |
| 11:30 | Wragge<br>Style Trends | George Carmel<br>Style Trends | Style Trends | George Carmel<br>Style Trends |
| 12:00 | | Vera Maxwell<br>Nantucket Naturals | | C.Alexander |
| 2:00 | Originala | | | |
| 2:30 | | Trigere<br>Christian Dior-N.Y.<br>Jamison | Trigere | Trigere<br>Christian Dior-N.Y. |
| 3:30 | Style Trends | Style Trends | Style Trends | Style Trends |
| 4:00 | Stavropoulos(P) | Puritan Fashions(P)<br>Mam'selle | | |

## CONTINUOUS SHOWINGS--These Fall collections have opened.

ABBOTT EAST. . . . . 498 Seventh Avenue, 21st Floor, OX. 5-5730.

AMCO OF NORVELT,INC. . . . . 1407 Broadway, 17th Floor, OX. 5-4360.

ARBE ORIGINALS-DOROTHY ARDEN . . . 498 Seventh Avenue, 11th Floor, LW. 4-0220.

ARKAY. . . . . 498 Seventh Avenue, 19th Floor, LO. 5-2626.

BAITCH & CASTALDI(BATALDI) . . . . 205 West 39th Street, 2nd Floor, LO. 4-6886.

CHANDA BAKER,INC.. . . . . Hotel Plaza, Suite 1001-5, PL. 9-3000.

BARBERINI,LTD.(DIV.OF ORIGINALA) . 512 Seventh Avenue, 13th Floor, PE. 6-2291.

ANTHONY BLOTTA,INC.. . . . . 498 Seventh Avenue, 12th Floor, 535-3605.

BRIARBROOK SUITS-STEFAN. . . . . 512 Seventh Avenue, 11th Floor, LW. 4-9000.

BRITISH MODES. . . . . 498 Seventh Avenue, 21st Floor, LW. 4-0992.

TED BROWN,INC. . . . . 498 Seventh Avenue, 2nd Floor, LO. 4-9311.

(continued on following page)

## FALL COLLECTIONS HAVE OPENED (continued from page 3)

BURKE-AMEY . . . . . 16 West 57th Street, 5th Floor, CO. 5-7720.

CAMPIONI-BERT GEIGER . . . . . Sherry-Netherland Hotel, Suite 2204, EL. 5-2800.

MARIA CARINE OF PARIS. . . . . Hotel Plaza, Suite 1225. By appt. PL. 9-3000.

CLARET ORIGINALS . . . . . 498 Seventh Avenue, 8th Floor, LO. 3-6126.

DAVID CRYSTAL, INC. . . . . 498 Seventh Avenue, 23rd Floor, BR. 9-6560.

MICHAEL DAYAN-TAPEMEASURE. . . . . 710 Lexington Avenue, PL. 2-2585.

DEBSHIRE; DEVONBROOK . . . . . 1400 Broadway, 10th Floor, PE. 6-4580.

DONNA PAULA-KNITS ITALIA . . . . . 530 Seventh Avenue, 19th Floor, CH. 4-3488.

FEDER FASHIONS . . . . . 1410 Broadway, 29th Floor, LA. 4-0962.

ANNE FOGARTY, INC.. . . . . 550 Seventh Avenue, 7th Floor, LO. 4-9115.

FONTANA OF ROME. . . . . Hotel Plaza, Suite 334, PL. 3-7244.

GANT SHIRTMAKERS . . . . . 1407 Broadway, 29th Floor, 244-0547.

GAY GIBSON, INC.. . . . . 1407 Broadway, 39th Floor, LO. 5-4211.

GINALA, DIV.OF ORIGINALA, INC.. . . 500 Seventh Avenue, 15th Floor, 244-2700.

RUDI GERNREICH, INC.. . . . . 530 Seventh Avenue, 20th Floor, 695-1617.

HAMPTON EAST . . . . . 1410 Broadway, 29th Floor, BR. 9-3045.

HARMON KNITWEAR, INC. . . . . 530 Seventh Avenue, 20th Floor, 695-1617.

HEISER, INC.. . . . . 530 Seventh Avenue, 8th Floor, LO. 3-1534.

JONNY HERBERT; PAB LTD.. . . . . 498 Seventh Avenue, 18th Floor, LO. 5-6900.

HOUSE OF SHAGMOOR (LINDER BROS.) . 512 Seventh Avenue, 13th Floor, PE. 6-8845.

JUNIOR ACCENT-FRANK ADAMS. . . . . 498 Seventh Avenue, 10th Floor, LO. 4-1434.

KASPER FOR JOAN LESLIE . . . . . 530 Seventh Avenue, 4th Floor, LW. 4-9000.

KIKI HART, N.Y., INC. . . . . 530 Seventh Avenue, 5th Floor, WI. 7-7457.

BUD KILPATRICK . . . . . Hotel Plaza, Suite 1001-5, PL. 9-3000.

KIMBERLY KNITWEAR, INC. . . . . 1410 Broadway, 10th Floor, LO. 4-1080.

VIRGINIA KREMENTZ--IMPORTS . . . . 42 West 58th St., Rm.203, PL.3-4464 or PL. 3-3500.

LADY MANHATTAN; COUNTRY COUSINS. . 1407 Broadway, 15th Floor, 765-1250.

LAWRENCE OF LONDON . . . . . 512 Seventh Avenue, 20th Floor, CH. 4-3815.

(continued on following page)

## FALL COLLECTIONS HAVE OPENED (continued from page 4)

LEE RICHARD FASHIONS . . . . . 498 Seventh Avenue, 8th Floor, LO. 4-5715.

LESLIE FAY, INC.. . . . . 1400 Broadway, 16th Floor, LW. 4-9000.

McMULLEN . . . . . 550 Seventh Avenue, 20th Floor, OX. 5-4270.

C.MENDES, PARIS(D.GRUMBACH) . . . . Hotel Plaza, Suite 949, PL. 9-3000, or 246-4818.

MODELIA. . . . . 205 West 39th Street, 14th Floor, PE. 6-8888.

MADAME HANAE MORI. . . . . Hotel Regency, Suite 428, PL. 9-4100.

M.S. COUTURE . . . . . 530 Seventh Avenue, 15th Floor, LO. 4-9194.

MR. GEE, INC. . . . . 1407 Broadway, 25th Floor, WI. 7-8178.

MOE NATHAN, INC.. . . . . 498 Seventh Avenue, 24th Floor, LW. 4-2717.

STANLEY NELSON . . . . . Hotel Plaza, Suite 371, PL. 9-3000.

MICHAEL NOVARESE . . . . . Hotel Plaza, Suite 811, PL. 9-3000.

O.R.F. JRS.. . . . . 512 Seventh Avenue, 36th Floor, OR. 9-8590.

GINO PAOLI . . . . . 1407 Broadway, 37th Floor, BR. 9-0925.

PETTI 4'S. . . . . 498 Seventh Avenue, 17th Floor, CH. 4-3558.

RAFFAELE . . . . . 530 Seventh Avenue, 20th Floor, LE. 2-2571.

ROSSINO-ANGELA, LTD.. . . . . 30 West 57th Street, 3rd Floor, JU. 2-1747.

SARMI. . . . . 550 Seventh Avenue, 3rd Floor, CH. 4-7270.

MORT SCHRADER; ADELE JONES . . . . 530 Seventh Avenue, 15th Floor, TR.9-7112; LO.4-9194.

KEN SCOTT OF MILANO. . . . . 64 East 55th Street, PL. 5-2872.

JERRY SILVERMAN-SHANNON RODGERS. . 530 Seventh Avenue, 10th Floor, CH.4-7522; CH.4-4940.

ROBERT SLOAN SPORTSWEAR, INC. . . . 498 Seventh Avenue, 7th Floor, LA. 4-6651.

MARIANNA SPOTTISWOODE. . . . . Virginia Krementz, 42 West 58th St., PL. 3-4464.

FREDERICK STARKE, LTD.. . . . . Hotel Plaza, Suite 1261, PL. 9-3000.

TRAVILLA . . . . . Hotel Gotham, Suite 509, CI. 7-2200.

ULLA . . . . . 550 Seventh Avenue, 4th Floor, BR. 9-6310.

VERA . . . . . 417 Fifth Avenue, 4th Floor, MU. 8-8197.

VIA VENETO 7(DIV.GINO PAOLI) . . . 512 Seventh Avenue, 38th Floor, CH. 4-0556.

WERLE. . . . . 530 Seventh Avenue, 3rd Floor, 594-2510.

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
|---|---|---|---|
| June 15 | STERN BROTHERS RELEASE DATE--Bridal fashions. (No Press Show) | | |
| Wednesday June 15 6:00 P.M. Cocktails | FIRST ANNUAL AWARD FOR FIVE DESIGNERS | EMBA MINK BREEDERS ASSOCIATION | HOTEL PIERRE BALLROOM |
| | "Best Dressed In American Mink"--First annual award of trophies for 5 leading U.S. fur designers. Adm. $25 (benefit--Fur Trade Fdn.) Contact: Trudy R.Suter, Albert Woodley Co., MU.2-6881. Publ.: Bell & Stanton, PL.9-4800. | | |
| Wednesday June 15 6:00 P.M.; 8:00 P.M. | ANNUAL FALL BRIDAL SHOWS FOR CUSTOMERS | MACY'S NEW YORK | HOTEL ASTOR BALLROOM |
| | Macy's Fall bridal showings. By ticket only. Contact: Bridal Dept. Publicity: Marjorie Rubin, OX. 5-4400. | | |
| Friday June 17 9:00 A.M.& 12:00 Noon | AMERICAN READY-TO-WEAR SHOWINGS | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | N.Y. HILTON HOTEL BALLROOM |
| | Speaker: Virginia Harris--Fashion Direction, Wm. Filene's Sons Co. Prices: Breakfast--members, $10.00; guests, $15.00. Luncheon--members, $12.00; guests, $20.00. Contact: CI. 7-3940. | | |
| Monday June 20 6:00 P.M. | CUSTOMER SHOWING OF BRIDAL FASHIONS | STERN BROTHERS | 6TH FLOOR SPECIAL EVENTS DEPT. |
| | Tickets available, 3rd floor, bridal salon. Publicity: Jill Schoenbach, LO. 5-7950. | | |
| Tuesday June 21 11:30 A.M. | FALL COIFFURES BY HUGH HARRISON | COIFFURES AMERICANA BERGDORF GOODMAN | 2ND FLOOR CUSTOM SALON |
| | Press preview of Fall hair fashions, and introduction of Coiffures Americana designer Hugh Harrison. By invitation. Contact: Edith Kingston, Bergdorf Goodman, PL. 3-7300; or Beatrice Dudek, Glemby Co., GR. 7-4700. | | |
| Saturday June 25 1:00 P.M. | CUSTOMER SHOWING OF BRIDAL FASHIONS | ABRAHAM & STRAUS | BROOKLYN ACADEMY OF MUSIC - OPERA HOUSE |
| | Formal bridal show for customers. Tickets: $1.00 each, at A & S bridal salon, 3rd floor. Publicity: Jackie Landesman, TR. 9-7112. | | |
| Monday June 27 9:00 A.M.- 11:00 A.M. | PRESS PREVIEW: CARPET COLOR INNOVATIONS | DOW BADISCHE COMPANY | STATLER-HILTON HOTEL 7TH AVE.& 33RD STREET |
| | "Chamber of Change"--Dow Badische carpet color innovations. By invitation. Contact: Hilda Kassell at Ruth Hammer Assoc., 246-4818. | | |
| Tuesday June 28 8:30 A.M. Breakfast | FASHION SHOW: YOUNG INTERNATIONAL DESIGNERS | J.C. PENNEY & COMPANY (1301 SIXTH AVENUE) | FOUR SEASONS RESTAURANT 99 EAST 52ND STREET |
| | Designers will be present at showing of fashions for Fall by: Ariel and Victoire, John Michael, Mary Quant. By invitation. Contact: Nancy Smith, 957-6616. | | |
| Tuesday June 28 11:30 A.M. | PRESS PREVIEW: FALL MILLINERY BY HALSTON | BERGDORF GOODMAN | 2ND FLOOR |
| | Preview for press of Fall millinery, designed by Halston. By invitation. (For Release, Wed., June 29.) Publicity: Florence Neff, PL. 3-7300. | | |
| Tuesday June 28 4:00 P.M.- 7:00 P.M. | ANNUAL PRESS PARTY | ONEIDA SILVERSMITHS | 99 PARK AVENUE SILVER TOWER-24TH FLOOR |
| | Oneida's Silversmiths' annual press party of exciting new surprises and new patterns. Serving of two special cocktails "Canadian Caboose," and "Rum Dummer Specials." For the press only, by invitation. Publicity: Ida Gillespie, LE. 5-6100. | | |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Wednesday June 29 4:00 P.M. Cocktails | PREMIERE SHOWING OF AT-HOME FASHIONS | SILVIA BALDI OF FIORENTINA | ST. REGIS HOTEL VERSAILLES ROOM |
| | Premiere showing of at-home fashions by Silvia Baldi of Fiorentina. (Note Change of Date.) For press and buyers, by invitation. Publicity: Luciana Sowaal at McGeehan & O'Connor Assoc., PL. 9-8150. | | |
| Cancelled June 30 | THE FASHION GROUP'S SHOWING OF FURS, ACCESSORIES, AND MILLINERY ORIGINALLY SCHEDULED FOR THURS., JUNE 30 AT 12:00 NOON HAS BEEN CANCELLED. | | |
| Tuesday July 5 10:00 A.M. Champagne | CUSTOM HATS, COUTURE; FOR PRESS AND BUYERS | MR. JOHN, INC. | 24 WEST 57TH STREET SALON |
| | Champagne Vernissage of Mr. John's fine-art-inspired collection of custom millinery, haute couture, dresses, suits, coats, couture furs, custom jewels and accessories for Autumn and Winter. By invitation. Publicity: Rose-Marie McCarthy and Ann Sanzo, PL. 7-1966. | | |
| Tuesday July 5 12:00 Noon | PREVIEW OF AUTUMN AND WINTER MILLINERY | ADOLFO (22 EAST 56TH STREET) | ST. REGIS HOTEL VERSAILLES ROOM |
| | For press and buyers, by invitation. Contact: Miss Elizabeth, MU. 8-4410. Publicity: Eleanor Lambert, MU. 8-2130. | | |
| Tuesday July 5 7:00 P.M. Cocktails-Dinner | DIAMOND DINNER FOR VISITING PRESS | N.W. AYER & SON, INC. | HOTEL PIERRE COTILLION & BALLROOMS |
| | "Diamonds To Dine With" and "Diamonds To Dance With"--N.Y. Ayer (Auxiliary Member, N.Y. Couture) will show diamonds from Cartier, Van Cleef & Arpels, Harry Winston--with gowns of Du Pont fibers, especially designed for diamonds by Charles Kleibacker. Show at 7:20. Dinner--8:00 (Ballroom). By invitation. Publicity: Mildred Kosick, PL. 7-5700. | | |
| Tuesday July 5-July 10 | FORTY-SEVENTH NATIONAL PRESS WEEK IN NEW YORK | N.Y. COUTURE BUSINESS COUNCIL (141W.41ST ST.) | HOTEL PIERRE |
| | Fall collections by leading designers (members of the N.Y. Couture Business Council, auxiliary, and group showings) for visiting press. By invitation only. Press Director: Kittie Campbell, LA. 4-0461. | | |
| Wednesday July 6 8:00 A.M. Breakfast | PREVIEW; INTRODUCTION OF MAKEUP CONSULTANT | DOROTHY GRAY (445 PARK AVENUE) | HOTEL PIERRE BALLROOM |
| | "A Cinema Toast and Champagne Breakfast"--to meet on film and in person, David Lawrence, special makeup consultant for Dorothy Gray. Introduction of new Fall makeup. By invitation. Publicity: Grace Rogers, PL. 5-6100. | | |
| Wednesday July 6 9:30 A.M. Coffee | PREVIEW OF FALL MILLINERY | IRENE OF NEW YORK | 16 EAST 52ND STREET SALON - 6TH FLOOR |
| | Fall millinery collection of Irene and Rivera will be presented to press and buyers. By invitation. Contact: PL. 3-3032. | | |
| Wednesday July 6 10:30 A.M. | PRESS PREVIEW OF FALL MILLINERY | SALLY VICTOR, INC. (18 EAST 53RD ST.) | REGENCY HOTEL PARK AVE.& 61ST STREET |
| | Preview of Sally Victor's Fall millinery collection. By invitation. Contact: PL. 3-7450. | | |
| Wednesday July 6 12:30 P.M. Luncheon | FALL FASHIONS AT LUNCHEON SHOW | BURLINGTON INDUSTRIES | HOTEL PIERRE COTILLION ROOM |
| | Burlington (Auxiliary Member, N.Y. Couture) will present Fall fashions at luncheon. By invitation. Burlington contact: Florence Kyler Lentz, 554-5444. Publicity: Rosemary Sheehan, MU. 5-1280. | | |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Wednesday July 6 7:00 P.M. Reception-Dinner | "THE SINGER WORLD DESIGNER COLLECTION" | THE SINGER COMPANY | WALDORF-ASTORIA BALLROOM |
| | Fashion showing by The Singer Co.(Auxiliary Member, N.Y. Couture). Reception at 7:00; dinner at 8:00; show at 9:30.(Black Tie) By invitation. Publicity: Isabel Hamilton at J.Walter Thompson, MU. 6-7000. | | |
| Thursday July 7 8:00 A.M.-5:00 P.M. | FIFTH EDITION OF ACCESSORY PRESS DAY | LEADING MANUFACTURERS | HOTEL PIERRE COTILLION ROOM |
| | "New Directions in Fashion Accessories"--(Auxiliary Member, N.Y. Couture) will present the news and views of fashion "pluses" for Fall-Winter by leading accessory designers and manufacturers. For visiting and local press at open house. Contact: Ann R. Silver, 247-8050. | | |
| Thursday July 7 8:30 A.M.-6:30 P.M. | PRESENTATION OF FALL JEWELRY | MONET JEWELRY (6 WEST 32ND STREET) | HOTEL DELMONICO L'ORANGERIE ROOM |
| | Fall collection of jewelry in the "Golden Manner" to local and visiting press at open house. By invitation. Publicity: Charlotte Leff, CH.4-4300. | | |
| Thursday July 7 2:15 P.M. | PRESS SHOWING OF BOYS' FALL FASHIONS | FOUR MANUFACTURERS | HOTEL PIERRE COTILLION ROOM |
| | "New Math in Boys' Fashions--Mod Plus," presented by Might-Mac, Heretier-Pro Unlimited, Rob Roy, and Shelby (Auxiliary Member, N.Y. Couture). By invitation. Publicity: Janet Laib, UN. 1-0010. | | |
| Thursday July 7 4:00 P.M. Cocktails | "AROUND AMERICA WITH EMBA MINK" | EMBA MINK BREEDERS ASSOCIATION | HOTEL PIERRE BALLROOM |
| | Emba (Auxiliary Member, N.Y.C.G.) will present fur fashions as shown in leading American stores. For the visiting press, by invitation. Contact: Trudy Suter at The Albert Woodley Co., MU. 2-6881. Publicity: Virginia Casey, 557-5000. | | |
| Friday July 8 9:00 A.M. Coffee | PREVIEW OF FALL MILLINERY | EMME | HOTEL PLAZA SAVOY ROOM |
| | Emme's Fall millinery at a preview for press and buyers. By invitation. (For Release, Mon., July 11.) Publicity: Ruth Hammer Assoc., 246-4818. | | |
| Friday July 8 3:00 P.M.-6:30 P.M. Cocktails | "DAY OF BEAUTY" FOR VISITING PRESS | LEADING BEAUTY COMPANIES | HOTEL PIERRE COTILLION ROOM |
| | Leading beauty companies (Auxiliary Members, N.Y. Couture) will present beauty news for Fall-Winter at open house. For visiting and local press, by invitation. Publicity: Helen Nash or Joan Parker, PL. 1-3377. | | |
| Sunday July 10 9:30 A.M.-12:00 Noon | PRESS PREVIEW: FALL-WINTER JEWELRY | TRIFARI,KRUSSMAN & FISHEL,INC. | 16 EAST 40TH STREET SHOWROOM - 4TH FLOOR |
| | "Sunday Brunch Showing"--Trifari's Fall-Winter jewelry collection. By invitation. Publicity: Dorothy Lansing Hess, 165 E.66th St., RE. 7-3347. | | |
| Sunday July 20 12:00 Noon Brunch | PRESS PREVIEW OF FALL MILLINERY | MILLINERY INSTITUTE OF AMERICA | WALDORF-ASTORIA SERT ROOM |
| | Fall preview of Millinery Institute of America (Auxiliary Member, N.Y. Couture). For press, by invitation. Contact: MU. 6-2970. | | |
| Sunday July 10-July 15 | SHOWINGS FOR NATIONAL FASHION PRESS | AMERICAN DESIGNER SHOWINGS | DELMONICO'S PARK AVE.& 59TH ST. |
| | Special showings have been scheduled for visiting press from Sunday, July 10 at 8:30 A.M. through Friday, July 15. By invitation. Publicity: Eleanor Lambert, MU. 8-2130. | | |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Tuesday July 12 10:00 A.M.- 5:00 P.M. Coffee | PEARL FASHIONS AT OPEN HOUSE | IMPERIAL PEARL SUNDICATE | 681 FIFTH AVENUE SHOWROOM - 11TH FLOOR |

Imperial Pearl invites the press to open house; showing of cultured pearl necklaces; gold, pearl, and gem stone jewelry; and gold-filled collection. Publicity: Ethel Aaron at Daniel J. Edelman, HA. 1-5422.

## FALL COUTURE OPENINGS IN LONDON, FLORENCE, ROME, PARIS

**Beginning Monday July 18- July 20** — INCORPORATED SOCIETY OF LONDON DESIGNERS — LONDON, ENGLAND

(Picture Release Date, August 4.)

July 18: Associate Members Display.

July 19: 10:00 A.M. Lachasse. 11:30 A.M. Clive. 2:30 P.M. Norman Hartnell.

July 20: 10:00 A.M. John Cavanagh. 11:30 A.M. Michael. 2:30 P.M. Mattli. 4:00 P.M. Ronald Paterson.

Contact: The Administrator, 315 Regent Street, London, W.1.

**Beginning Friday July 15- July 17** — CAMERA NAZIONALE DELLA MODA ITALIANA(Boutique & Knitwear) FLORENCE, ITALY.

July 15: 5:00 P.M. Opening ceremony. 7:00 P.M. Zingone Ventanni, Davitti, Albertina, Manetti, De Parisini, Nardini. 8:30 P.M. Buffet Dinner. 9:30 P.M. Lucrezia, Samar, Ferragamo, Noni Sport, Gibo, Princess Luciana.

July 16: 9:30 A.M. Scarabocchio, Aponte, Valditevere, Myricae, Maljana, De Simone, Avagolf. 9:30 P.M. Glans, Trico, Krizia, Ken Scott, Micia, Naka.

July 17: 9:30 A.M. Avolio, Mirsa, Bertoli, Baldini, Celli, Wanda Roveda. 5:00 P.M. Emilio Pucci (press). 6:00 P.M. Centinaro, Guidi, Faraoni, Baratta, Tiziani, Schuberth, Egusquiza(Enzo), Lancetti, Marucelli, Antonelli, Mila Schon, Balestra, Veneziani. 10:30 P.M. Dinner Dance.

Contact: Amos Ciabattoni, Secretary General, Piazza Republica 59, Rome.

**Beginning Monday July 18- July 23** — CAMERA NAZIONALE DELLA MODA ITALIANA(High Fashion) ROME, ITALY

(Picture Release Date, August 20.)

July 18: 5:00 P.M. Ognibene-Zendman. 6:00 P.M. Gattinoni. 7:30 P.M. Barocco. 9:30 P.M. Valentino.

July 19: 9:30 A.M. Schuberth. 11:30 A.M. Carosa. 1:00 P.M. Sarli. 4:00 P.M. Balestra. 5:30 P.M. Antonelli. 7:30 P.M. Forquet. 9:30 P.M. Galitzine.

July 20: 9:00 A.M. Baratta. 11:00 A.M. Biki. 12:30 P.M. Enzo. 2:00 P.M. Luncheon Grand Hotel. 3:30 P.M. Marucelli. 5:00 P.M. Mila Schon. 7:00 P.M. Veneziani. 9:30 P.M. Lancetti.

July 21: 9:00 A.M. Fontana. 10:30 A.M. Gregoriana. 11:30 A.M. De Barentzen. 1:00 P.M. Garnett. 3:30 P.M. Menswear: Brioni, Datti, Franzoni, Litrico. 4:30 P.M. Children's and teenage fashions: Zingone. 5:30 P.M. Guidi. 7:00 P.M. Tita Rossi. 9:30 P.M. Fabiani.

July 22: 9:30 A.M. Tiziani. 11:30 A.M. Centinaro. 1:00 P.M. Brugnoli. 6:00 P.M. Faraoni. 8:00 P.M. Di Iazzaro. 9:30 P.M. High fashion furs.

July 23: Lea Livoli, Baron's.

**Beginning Monday July 25** — CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE — PARIS, FRANCE

July 27: Nina Ricci. July 28: Christian Dilr. July 29: Venet. Aug.1: St. Laurent. (More dates in following issues.)

Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris.

# 1967

## JANUARY

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